



INTRODUCING THE BIGGEST IDEA IN COUNTER-DEPTH REFRIGERATORS



Although stunning in appearance, what makes this 72-inch French door refrigerator truly beautiful is that it is the largest capacity counter-depth refrigerator in its class.* Furthermore, it offers storage solutions as limitless as the abilities of even the most accomplished cooks.

With adjustable Full-Width Shelving, a Slide-Away Shelf,[™] and 3-Tier Freezer Drawer, room can always be made for a crown roast, a pitcher of Sangria, or the latest purchase at the Farmers' Market. And the PrintShield™ Finish helps keep the exterior beautiful with just a damp, soft cloth.**

*Among leading premium 3-door counter-depth French door bottom mount brands
**PrintShield™ Finish is available on PrintShield™ Finish Stainless Steel (PS) and Black Stainless (BS) models

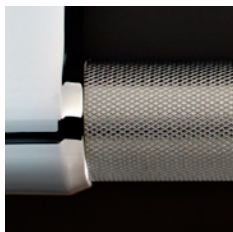
KitchenAid®

ROOM FOR EVERYTHING, INCLUDING **THOUGHTFUL DESIGN**

PRINTSHIELD™ FINISH

Resists smudges and fingerprints. The specialized coating makes our PrintShield™ Finish Stainless Steel (PS) and Black Stainless (BS) finishes easy to clean with just water and a soft cloth, so more time can be spent cooking and less time cleaning up.

PREMIUM DESIGN ELEMENTS



SATIN TEXTURED HANDLES

The sturdy bar and easy-to-clean, satin cross-hatch texture combine high style with a secure grip.



CHROME INLAID FRAME

A beautifully finished chrome accent creates a perfect frame around the water and ice dispenser.



KITCHENAID® MEDALLIONS

This mark of craftsmanship, found on every appliance, is detailed with polished edges and recessed letters. The medallion comes standard in Signature red with black and chrome options available.



FULL-WIDTH ADJUSTABLE SHELVES

Offers two levels of adjustment for each shelf with a simple flip of a lever. The full-width, flush design allows for maximum visibility and easy cleaning and helps this refrigerator offer the most shelf space in its class.*

PLATINUM INTERIOR WITH PREMIUM WOOD FINISH ACCENTS

Includes a dramatic combination of silver glossy walls offset by a beautiful wood finish material that is moisture and stain resistant. The platinum interior helps keep the refrigerator looking pristine and showcases your ingredients beautifully.

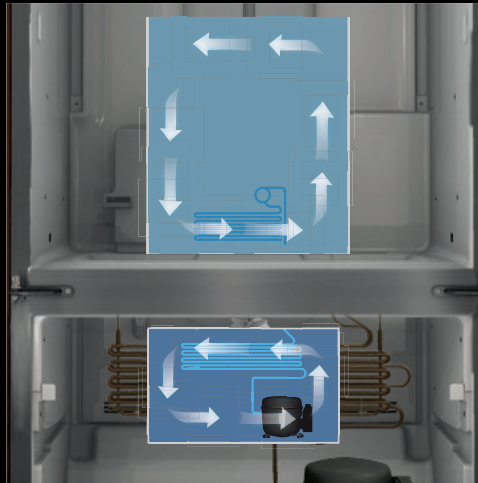
SELF-CLOSE DRAWERS

Self-close glides allow the Freezer, Crisper and Pantry drawers as well as the Pull Out Tray to slide open effortlessly for easy access to ingredients, even when fully loaded, and then close gently.



*Among leading premium 3-door counter-depth French door bottom mount brands

PRESERVA® FOOD CARE SYSTEM WITH LINEAR COMPRESSOR



SEQUENTIAL DUAL EVAPORATORS

Provide the height of food preservation with independent cooling systems for the refrigerator and freezer and help keep food at its peak. The Linear Compressor offers minimal temperature variations and an efficient cooling system, making this our quietest freestanding refrigerator.



PRODUCE PRESERVER

Ethylene is a gas that causes certain fruits and vegetables to over-ripen and spoil faster. An ethylene-absorption cartridge delays over-ripening of certain fruits and vegetables.* Ethylene gas is produced by types of produce which should be stored separately from ethylene-sensitive items.



FRESHFLOW™ AIR FILTER

The activated carbon filter is 15 times more powerful than baking soda at reducing common food odors, which helps keep odors that can spoil fresh flavor (e.g. garlic, onions or seafood) from transferring between foods.

STORAGE CUSTOMIZATION

SLIDE-AWAY SHELF

Features a versatile design that allows three-quarters of the shelf to retract to accommodate taller items such as wine bottles up to 16.75 inches. This flexibility offers the most tall-item storage space in its class** and helps optimize organization.

UNDER-SHELF PREP ZONE

Utilizes empty space beneath the shelf to create a prep zone ideal for doughs, desserts or marinating meats. This 6" x 10" x 2" slide-out pan is oven dishwasher safe, and easily transitions from the refrigerator to the oven so you can stay in the creative flow.

3-TIER FREEZER STORAGE

The first-ever self-close freezer drawer*** organizes items on three levels with features like a divided lower drawer, pizza pocket, small-item drawer and flat-item shelf. An Extend-Freeze setting helps minimize freezer burn by lowering the freezer temperature prior to a defrost cycle.



*Based on commonly purchased produce
 **Among leading premium 3-door counter-depth French door bottom mount brands
 ***Among freestanding refrigerators

SHOW AND SELL

THE FOLLOWING DEMONSTRATIONS ARE GREAT WAYS TO BREAK THE ICE WITH CUSTOMERS AND SHOW THEM THE FEATURES OF THIS NEW REFRIGERATOR.

FIND ALL THE SELF-CLOSE DRAWERS

Ask your customer to open and count all the Self-Close Drawers. They'll marvel at the number (5) and the ease with which they operate.



TOUCH THE BACK OF THE CRISPER

Ask someone to do this with another refrigerator's crisper and they may get their hand stuck because of the limited opening. Our drawer opens to 90% of its volume, so touching the back couldn't be easier.



FIGHT FINGERPRINTS

Refrigerators can get touched countless times a day, and that means countless fingerprints. Ask your customer to repeatedly touch a door protected with the PrintShield™ Finish and then wipe it perfectly clean with just a damp, soft cloth. Ask customers what they observe about the different finishes.



LEARN MORE ABOUT THIS REFRIGERATOR AND OTHER KITCHENAID® PRODUCTS ON THE WHIRLPOOL CORPORATION SALES ACADEMY APP AVAILABLE ON ITUNES AND GOOGLE PLAY

KITCHENAID® FREESTANDING COUNTER-DEPTH REFRIGERATORS

FRENCH DOOR					SIDE-BY-SIDE	
KRFC604F	KRFC704F	KRFC300E	KRFC302E	KRFC400E	KRSC500E	KRSC503E
72"H x 30"D	72"H x 30"D	70.125"H x 30.25"D	72"H x 30.25"D	70.125"H x 29.125"D	69"H x 29.75"D	71.25"H x 30"D
23.8 Cu. Ft. 36"	23.8 Cu. Ft. 36"	20 Cu. Ft. 36"	22 Cu. Ft. 36"	20 Cu. Ft. 36"	20 Cu. Ft. 35.5"	22.7 Cu. Ft. 35.75"
SS	SS, PS, BS	SS, BS	SS, BS	SS	SS	SS
White Interior Design	Platinum Interior Design	White Interior Design	White Interior Design	White Interior Design	White Interior Design	White Interior Design
Preserva® Food Care System with Linear Compressor	Preserva® Food Care System with Linear Compressor	ExtendFresh™ Temperature Management System	ExtendFresh™ Temperature Management System	ExtendFresh™ Temperature Management System	Preserva® Food Care System	Preserva® Food Care System
Exterior Ice and Water Dispenser with In-Door-Ice® System	Exterior Ice and Water Dispenser with In-Door-Ice® System	Interior Water Dispenser with Automatic Ice Maker	Interior Water Dispenser with Automatic Ice Maker	Exterior Ice and Water Dispenser with Through-the-Door Ice	Exterior Ice and Water Dispenser with In-Door-Ice® System	Exterior Ice and Water Dispenser with In-Door-Ice® System
5 Self-Closing Drawers	5 Self-Closing Drawers	-	SatinGlide® System	SatinGlide® System	-	-

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